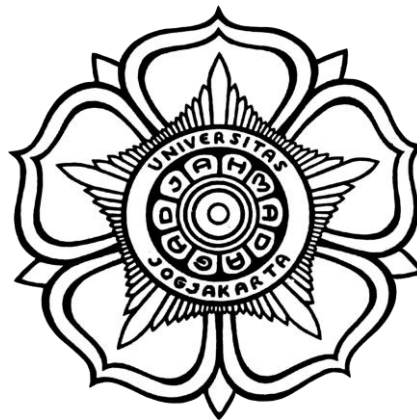


**Measuring the Impact of Athlete Endorsement on
Consumer Behavioral Intentions**

THESIS

To Fulfill the Partial Requirement of Obtaining Bachelor Degree

Management Department



Bachelor Thesis Supervisor

Bayu Sutikno, M. S. M., Ph. D.

Proposed by:

Muhammad Rifqi Maulana

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FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS GADJAH MADA

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